

Press Release – 7 July 2016




## Terraillon Launches Unique Neo Cook Jam Scale this Summer

With summer just around the corner, Terraillon, global houseware brand is launching the Neo Cook Jam, a unique digital kitchen scale with a patented jam function, in the UK. Functioning as any normal kitchen scale, the Neo Cook Jam has a unique jam function that teaches users how to make the perfect homemade jam with precise measurements. With its 6kg weighing capacity, integrated timer, Add 'n Weigh and liquid measurement functions, the Neo Cook Jam is a smart kitchen scale which mixes both technology and functionality by simplifying key processes in the kitchen.



First of its kind in the housewares market, the Neo Cook Jam features all of the usual functions of a kitchen scale, but also incorporates Terraillon's own "Jam" function. This function helps users to prepare their jam in a precise manner when it is activated as it **automatically calculates the exact amount of sugar required** proportional to the weight of the fruit that is placed on the scale.

### 4 simple steps to make the perfect jam:

- 1 Weigh your fruit on the scale
- 2 Activate the jam function
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 The amount of sugar required for the weight of the fruit on the scale is displayed
- 3 Add the sugar to the mix and the scale will beep when correct amount is added
- 4 Activate the timer function and start cooking your jam

Equipped with highly useful grams/ millilitres conversion functions, a large LCD screen, and a unique 'Pause' function for the weighing of large items, the Neo Cook Jam scale is adapted to help people create different types of recipes at home, from simple hot meals to more complex desserts and pastries, besides delicious jam spreads.

Terraillon's Neo Cook Jam Kitchen scale is currently available at Lakeland at a retail price of **£30**.

**Click here for a demo of the Neo Cook Jam scale:**

<https://www.youtube.com/watch?v=2RZGFmANKWQ>

## **SPECIFICATIONS**

### **Performance**

6Kg capacity  
Precision 1g

### **Functions**

Add 'n Weigh  
Jam  
Automatic off  
Pause  
Liquid volume measure  
Timer

### **Technical Characteristics**

Digital Display: 52 x 23 mm  
Product dimensions: 16 x 2.4 x 24 cm  
Packing dimensions: 28.3 x 3.4 x 17.7 cm  
Net/ gross weight: 3.264 kg/ 4.69 kg

## **About Terraillon**

Founded in 1908, Terraillon, a leading innovative houseware brand, designs and manufactures appliances which exceed consumer expectations in health and well-being. Taking advantage of the latest technologies, Terraillon creates cutting-edge smart and connected health-focused devices; ranging from bathroom, medical and kitchen scales to activity trackers and blood pressure monitors. Besides offering precision and comfort, these devices provide real benefits to users through Terraillon's "Wellness Coach" mobile app for smartphones. Winner of multiple international awards ("Grand Prix de l'Innovation", "Red Dot Design Award" etc.), Terraillon's innovative designs have been exhibited at the Museum of Modern Art in New York. Today, Terraillon is a European leader in the kitchen and bathroom scale markets and exports to over 80 countries in 5 continents. The company sells over 3 million devices worldwide annually. Headquartered in Croissy sur Seine in France, Terraillon has an international team collaborating across different research and development units across the globe. The company also has offices in London, England, Hong Kong and China.

For more information, please visit: <http://www.terraillon.com/en>

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